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# LIBRARY JOURNAL

SEPTEMBER 15, 1989

A CAHNERS/R.R. BOWKER PUBLICATION

THE COLORS OF AUTUMN: NEW ART BOOKS

COMPUTER BOOKS: WHO NEEDS 'EM?

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VOL. 114 No. 15

# LIBRARY

*Senator Paul Simon (D-Ill.) in his office in the Dirksen Building, Washington, D.C., where he met with* LJ *to talk about his proposed omnibus literacy bill. See the complete interview in News, p. 17. Photograph by Katherine Lambert*

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★ ★ ★ ★
International Film Festival

WINGS OF DESIRE
a film by Wim Wenders. Winner Best Director, 1987 Cannes Film Festival . . . a romantic fantasy about an angel who wants to fall out of the sky and into love. Rated PG, English and German with English subtitles.
DEVIL IN THE FLESH
a film by Marco Bellocchio . . . a sizzling erotic thriller based on the classic novel that shocked Paris. R & X rated versions (theatrical release an X rated). Italian with English subtitles.
BOYFRIENDS AND GIRLFRIENDS
a film by Eric Rohmer . . . a saucy French bedroom comedy about two women, two men and one happy ending. Rated PG, French with English subtitles.
HEY BABU RIBA
a film by Jovan Acin . . . the story of four teens from Belgrade who loved American movies, jazz and a girl they called Esther. Rated R. Serbo-Croatian with English subtitles.

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# LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

# Libraries Face Continued Price Increases of Books and Periodicals

Inflation has been the watchword throughout most of this year as we saw prices for consumer goods increase at annualized rates of four to six percent. The Federal Reserve Board, determined not to see a repeat of the 1980–1982 period of double-digit inflation rates, began pursuing its anti-inflationary policy. Its goal was to increase interest rates in order to slow economic growth and take some of the pressure off prices.

So far, this strategy seems quite successful, and the Fed has relaxed its grip on the economy. The most recent data indicate that the threat of runaway inflation has passed. The price index for consumer goods increased 0.2 percent from May to June 1989—an annualized rate of only 2.9 percent. Meanwhile, the Producer Price Index (a measure of prices at the manufacturer level) actually declined slightly.

While the Fed's policy has quelled fears of runaway inflation rates, prices are expected to increase at a more rapid pace over the next few years. Cahners Economics forecasts 4.2 percent annual growth in consumer prices through 1991. After a five percent increase this year, consumer prices should rise only 3.8 percent in 1990 and four percent in 1991.

In the publishing industry, however, price inflation is not a recent phenomenon and will not peter out so easily. Librarians and other book purchasers have seen average book prices increase at an annual rate of 7.2 percent from 1985 to 1988. At the same time, the average subscription price for periodicals grew an average of 9.2 percent per year.

## The inflationary book market

The prices of books and periodicals—the materials on which libraries spend most of their acquisitions budget—have increased faster than prices of all consumer goods. The Consumer Price Index rose an average of 3.5 percent per year over the past five years, half the book price inflation rate.

## Worth the paper it's printed on?

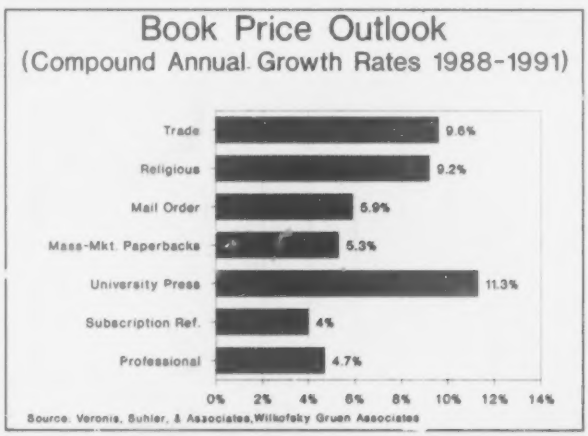
Why have book and periodical prices increased more rapidly than overall consumer prices? Primarily, rising book prices are attributed to high paper costs. In 1988, the price index for all types of paper increased 10.5 percent above the year before. Naturally, publishers passed along some of this extra burden to the consumer by way of higher book prices.

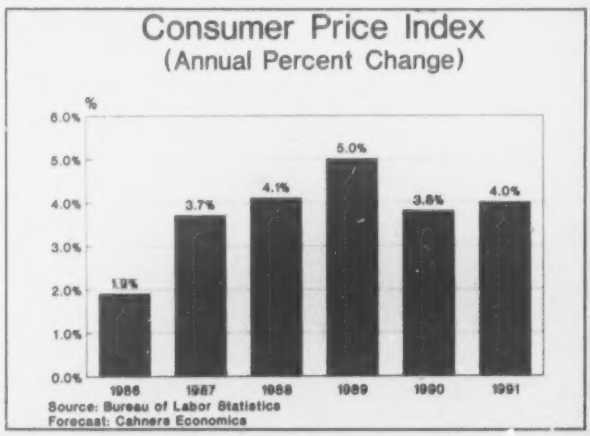
The growing demand for books has also allowed publishers to increase their prices. From 1983 to 1988, unit book sales to consumers and libraries (including all types of books except textbooks) rose 1.8 percent per year. Book sales volume is expected to reach two billion units by 1991.

Book prices will continue to rise as long as demand is expanding. The latest projections by Veronis, Suhler & Associates expect book prices to increase at a more rapid 7.7 percent per year through 1991. The prices of those books most often purchased by libraries—trade, professional, and reference books—will grow at an annual rate of 9.6 percent, 4.7 percent, and four percent, respectively. In the university press market, the average price is expected to increase 11.3 percent per year over the next three years.

The growth rate of periodical prices is not expected to ease up in the near future either. The average subscription price of all periodicals will rise 9.5 percent this year.

It is unfortunate that these escalating price increases come at a time when many publicly funded libraries are faced with tightening budgets. This puts a squeeze on both ends. Libraries are trying to grapple with this problem of having to spend less money without losing their selection and variety of materials. They are just beginning to get around this by using ILL and online database systems.




Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

*An* LJ *forum takes a byte into a burgeoning book market*

# Getting with the Program(s):

## Building a Computer Book Collection

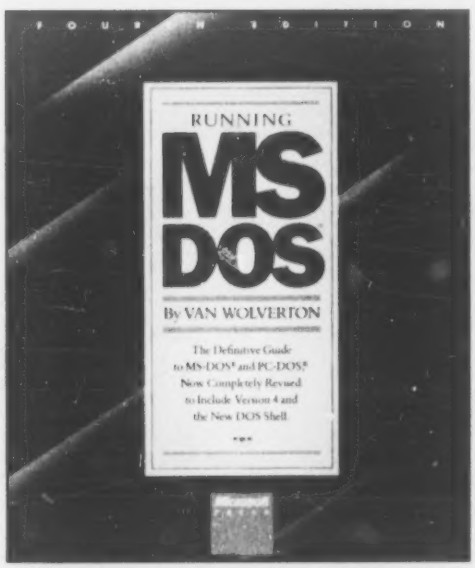
**By Judy Quinn**

"IT'S LIKE SAYING it's safe to go back in the water just as the shark is out devouring the latest swimmer." That half-serious comment comes from Brady Books publisher Michael Mellin about recent articles trumpeting the revived computer book market. But it's no joke for librarians wading through the current flood of computer books; they often feel at sea about the best choices for their collection.

"Sometimes it feels like we're playing pin the tail on the donkey," admits Meg Baker Eversen, an associate buyer for Baker & Taylor, who works with librarians in making their computer book selections.

How *can* librarians navigate collection development in this area? *LJ* recently brought together a forum of librarians, publishers, and distributors to explore the issue. During the discussion, some guideposts started to appear: Buy those new software manuals, they said, but supplement them with other reference and other subject area books. Most of all, try to stay informed on what's new and upcoming in the computer industry.

An important component of a collection, the *LJ* forum participants said, will be the new, growing crop of business software manuals. Unlike the first wave of computer books in the late 1970s and early 1980s, which emphasized a home use of computers that failed to really take off, the new general interest titles reflect the increased use of computers on the job. That phenomenon will only keep growing. People have to learn the company's operating system, word processing, database, and/or spreadsheet programs—and need software manuals to help them do so.



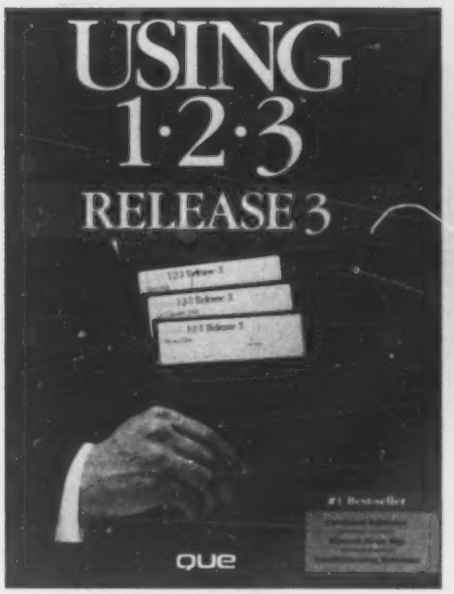

These manuals come from a whole spinoff industry that developed as computer users found software's original documentation unintelligible. "Often I'll throw out the documentation right away and grab a manual," says Baker Eversen. While documentation is improving, manuals often refine on the abilities of computer software. "Most documentation only tells you what's there; the books tell you how to do things with what's there," says Mike Miller, marketing manager for the Que Corporation, publisher of computer books.

"You have to have these manuals for the patrons who can't afford them," says Ron Petrusha, a computer book editor at Bantam and a former computer book buyer for Golden-Lee Book Distributors Inc. Baker Eversen sees the manuals serving as a "test drive market," much in the way a travel guide collection does. "Patrons may want to take 14 books on a program home and test them out to decide which suits them best, and maybe buy that one," she says.

### The best basics

But which manuals to buy? *The Software Encyclopedia* (Bowker, 1988) lists over 29,000 microcomput-

Judy Quinn is Associate Editor, The Book Review, *LJ*



er software packages, an astounding number to even consider supporting with books. Que's Miller provided *LJ* with data on what are the major PC applications and programs and the percentages of their use (see charts and definitions of programs, p. 52-53). Buying a corresponding mix of computer books would be a good start on a collection, or, on a smaller scale, to buy one standard book on the major operating system, word processing, spreadsheet, and database programs. When *LJ* asked for the best books in these areas, the forum participants, surprisingly, all quickly came up with the same four titles: *Running MS-DOS*. 4th ed. (Microsoft Press); *Using WordPerfect*. Series 5 Edition (Osborne/McGraw-Hill); *Using 1-2-3 Release 3* (Que); and *Understanding dBASE IV* (Sams).

Miller also cites *Using 1-2-3* as an example of good format for a software manual. "What's important in this industry is not so much the publisher or the author—although there are authors and publishers who seem to consistently do better books—but the information in the book and how it's set up. The best books are a good introduction to the software, being comprehensive as well as a complete reference. The first half of *Using 1-2-3* is a step-by-step tutorial; the second half, a reference of all the commands."

"Take a good look at the manual," Baker Eversen advises librarians. "Does a computer user need to have it constantly near the computer, or is it a book to consult three or four times? If it's the first, you might shy away from getting it for your library."

## Beyond the bookstore

As Baker Eversen's comment suggests, libraries sometimes have different and additional choices than just the popular titles stocked by bookstores. Library distributor Baker & Taylor's list of current computer best sellers is not just made up of the manuals that dominate the bookstore shelves.

For example, by having a collection of books on older versions of computer systems, librarians are performing a real service to patrons, who often can no longer find these books in bookstores. Librarians say they still get circulation from and requests for books about the Timex Sinclair and Commodore computers, on dBASE II (the latest versions are IIIplus and IV), Lotus 1-2-3 version 1.2 (the latest versions are 2.2 and 3), or WordPerfect 4 (the latest is version 5). Gladys Shapera, assistant director of technical services at the Carnegie Library of Pittsburgh, says that, for example, a 1986 computer book title, which one would think has become "outdated," has as much as 60 circs on it.

"There's a large number of people out there using good, basic products who don't have the money, the time, or the inclination to get the new enhancements to the programs," says Gloria Rohmann, assistant chief of New York Public Library's Science and Technology Research Center. "You need to have the older books for them."

Computer books publishers recognize this; most maintain a strong backlist, even though a bookstore may choose not to carry older titles. Libraries are finding they keep a strong "backlist" on computer books collections as well.

"I probably won't get rid of much," says Bonnie Brant, a collection development specialist at the Prince Georges County Memorial Library System (Maryland). She is developing weeding procedures for the system's computer book collection. "It's a relatively new collection, and the circulation figures for most of the books still justify having them on the shelves."

Brant says her library system, since it is in the Washington, D.C. area, also has books on the programming languages used by the Department of Defense and other government agencies. Indeed, a library's surrounding population may skew its collection away from the popular manual choices toward these special interests. Ronnie Cosel, a senior librarian at the Port Jefferson Free Library (New York) is just starting her computer book collection and plans to purchase a liberal number of books on UNIX, since the nearby university community uses this operating system.

The Carnegie Library serves as a "source of last resort" for the surrounding Pennsylvania counties, says Shapera, so she has to buy "across the board." "We need books on software/software applications, computer history, computer literacy, uses for a PC at home or in small business, how to buy a computer, how to repair a computer, computers for children, computer careers."

In addition, Baker Eversen sees artificial intelligence as a growing area that a public library should have a book or two on, and Miller says that desktop publishing, and the accompanying graphics programs and laser printers and other peripherals, is "now coming about to be useful, affordable, and relatively easy to use. We're starting to publish more books on it."

## Tracking the trends

This is just what librarians need to hear about: more "hot topics." As Brant wearily says, "Buying computer books can be a full-time job." But it is not a full-time job for most, although Rohmann says that keeping up on this area may be easier for librarians than bookstore owners. "Librarians are perhaps more open to it than an equivalent population of

booksellers. They learned computers in library school. It's become part of the mystique of being a professional librarian."

Trend-tracking cannot be done the traditional way, i.e., reading evaluative reviews. This is to some extent because the books just don't get consistently reviewed in either the computer magazines or professional journals, and, as Que's Miller says, "by the time you get a review on a book, it's too late."

"Right now, for example, you probably should be stocking your books on Lotus 1-2-3 versions 2.2 and 3.0," he says. "You probably won't see reviews on these books for three months and you'll miss the initial push of patron demand." In place of reviews, librarians rely on colleagues, publishers, distributors, and even retail bookstores to help them make their decisions.

Rohmann is in an ideal position in that NYPL receives review copies of computer books to be annotated in the library's *New Technical Books* publication, which is published six times a year. (For subscription info, write: *New Technical Books*, NYPL, Science and Technology Research Ctr., 5th Ave. and 42nd St., New York, NY 10018.)

She and the rest of the NYPL staff can pick which they feel are appropriate for NYPL's collection, and they divide up the writing of the annotations. "We don't call them reviews," she says, "because we don't have the time, nor are we subject specialists to that extent, to really review each book." Instead, they try to stay up on the subject by reading computer magazines and the technology sections of newspapers and sharing their information. "We try to determine what are the popular computer applications and those are the ones we're going to support," she says. "It's a judgment call on our part."

## Peer group wisdom

In this subject especially, librarians are consulting colleagues. Cosel, for example, has asked an academic librarian, Donna Albertus at Stony Brook's Computer Science Library, to provide the Suffolk County Library Association with a list of recommended computer books [*LJ* will publish the list when completed.—Ed.].

And publishers, who, after all, want to see sales of their computer books, are making extra efforts to educate their buyers. Que book buyers get free computer glossaries and other educational materials, and Brady publishes a free quarterly trends magazine called *BradyLine*.

Shapera says that, in the absence of extensive reviews, the publishers' catalogs are even more important. "The publishers that provide us with the most information, that give us information about the audience of a book, are the ones we buy from."

Luckily for librarians, many publishers dropped out of the market during the 1984 sales slump, making the list of computer book publishers easier to contend with. *Computer Publishing & Advertising Report*, a biweekly newsletter (Communication Trends, Larchmont, N.Y.), regularly tracks the output of the following publishers:

Addison-Wesley; Bantam; Brady/Simon & Schuster, which also distributes Ashton-Tate books; McGraw-Hill/Osborne; Macmillan, which distributes Que, Sams, and Hayden; Microsoft; Prentice Hall; Sybex; TAB; and Wiley. (Other publishers in the field include Cobb, Compute! Pubns., Dow Jones-Irwin, IEEE Press, Intel, M&T Press, MIS: Press, Scott Foresman, etc.)

Expect the list to get smaller. Michael Mellin, who conjured up that shark analogy, says publishers will soon be getting devoured in the competitive waters of this marketplace.

## COMPUTER BEST SELLERS
2d Quarter, 1989

1 **The Macintosh Bible** 2d. ed.
Arthur Naiman. Goldstein & Blair.
1988. ISBN 0-940235-01-3. $28.

2 **Running MS-DOS.** 4th ed.
Van Wolverton. Microsoft Pr.
1989. ISBN 1-55615-186-1. $22.95.

3 **Webster's New World Dictionary of Computer Terms**
Webster' New World
Editorial Staff. S. & S.
ISBN 0-139-49231-3. $6.95.

4 **Using WordPerfect 5**
Charles Stewart III et al. Que Corp.
1988. ISBN 0-88022-351-0. $24.95.

5 **Compute!'s Computer Viruses**
Ralph Roberts. Compute! Pubns.
1988. ISBN 0-87455-178-1. $14.95.

6 **Mastering WordPerfect 5**
Susan Baake Kelly. Sybex Inc.
1988. ISBN 0-89588-500-X. $24.95.

7 **Introduction to Desktop Publishing**
David Hewson. Chronicle.
1989. ISBN 0-87701-565-1. $18.95.

8 **Word Processing Secrets for Writers**
Michael A. Banks &
Ansen Dibell. Writer's Digest.
1989. ISBN 0-89879-348-3. $14.95.

9 **The Computer Virus Crisis**
Philip E. Fites & others.
Van Nostrand Reinhold.
1989. ISBN 0-442-28532-9. $19.95.

10 **Compute!'s Mastering PC Works**
Brian & John Flynn. Compute!
1989. ISBN 0-87455-139-0. $19.95.

11 **Mastering WordPerfect 5.0.**
Donna M. Mosich. TAB.
1988. ISBN 0-8306-9384-X. $19.95.

12 **Word 4 Companion: Macintosh**
Gena Cobb & others. Cobb Group.
1989. ISBN 0-936767-14-6. $22.95.

13 **Macintosh WordPerfect Guide**
Donald Richard Read. Compute!
1989. ISBN 0-87455-150-1. $21.95.

14 **WordPerfect Made Easy, Series 5 Edition**
Mella Mincberg. Osborne/McGraw.
1989. ISBN 0-07-881358-1. $18.95.

15 **Norton Utilities Version 4.0: An Illustrated Tutorial**
Richard Evans. TAB.
1988. ISBN 0-8306-2929-7. $15.95.

16 **WordPerfect: The Complete Reference/Series 5 Edition**
Karen Acerson. Osborne/McGraw.
1988. ISBN 0-07-881369-7. $24.95.

17 **Using Harvard Graphics**
Stephen W. Sagman &
Jane Graver Sandlar. Que Corp.
1989. ISBN 0-88022-407-X. $24.95.

18 **Using PFS: First Publisher**
Katherine Murray. Que Corp.
1989. ISBN 0-88022-401-0. $22.95.

19 **Desktop Presentations**
Richard Cole & Sylvia Odenwald.
AMACOM: American Mgt. Assn.
1989. ISBN 0-8144-7719-4. $22.95.

20 **The NeXT Book**
Bruce F. Webster.
Addison-Wesley.
1989. ISBN 0-201-15851-X. $22.95.

**This list includes computer titles most in demand from Baker & Taylor nationwide. All titles are in paperback**

# MAJOR APPLICATIONS

These charts, courtesy of Que Corp., show percentages of use of the major PC applications and programs, first by general categories (spreadsheets, databases, etc.) and then within each category. A corresponding mix of books on these subjects would be a fairly accurate reflection of the popular demand for PC information.

## OPERATING SYSTEMS

The operating system controls computer hardware, manages system resources, runs programs, and supervises the interaction between the system and the user.

### DOS, including MS-DOS and PC DOS
DOS is the operating system used by more than 25 million IBM-compatible personal computer users. DOS is available in both generic MS-DOS and IBM-specific PC DOS versions.

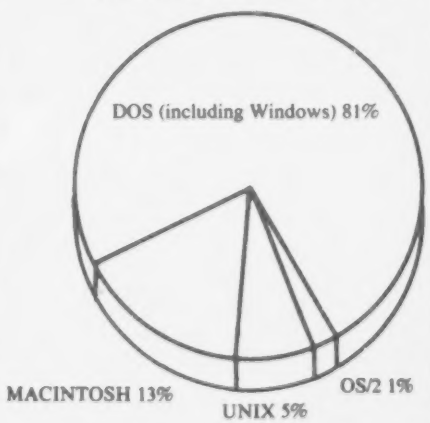
### Macintosh OS
Macintosh and Apple computers run on this operating system, which is not compatible to IBM-DOS.

### Windows
Microsoft Windows is an operating environment than runs in conjunction with DOS. Windows has more than two million installed users.

### UNIX
This operating system, found primarily in technical and scientific environments, is making steady advances into the PC world.

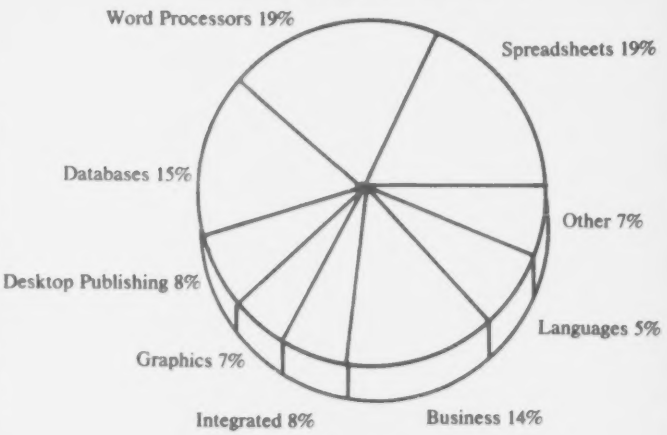
### OS/2
Although not yet widely used, OS/2 is thought by many to be the operating system of the future since it is the operating system for IBM's new (but not yet dominant) PS/2 computers and PS/2 compatibles. OS/2 also runs on Intel Corp.–based 80286 and 80386 microcomputers developed by Microsoft and IBM.

**OPERATING SYSTEMS MARKET**



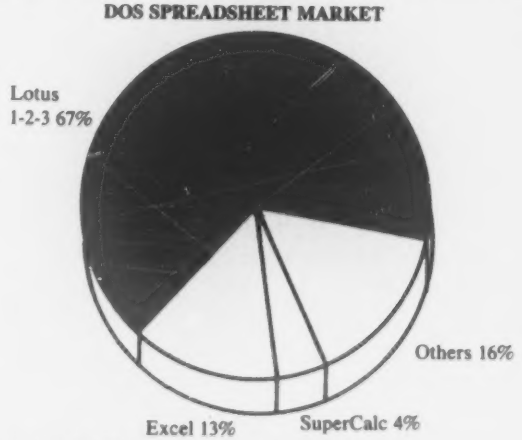

**From various sources**

**APPLICATION SOFTWARE MARKET**




**Software Publisher's Association--1988**

**DOS SPREADSHEET MARKET**




**Source: Computer Intelligence**

## SPREADSHEETS

A spreadsheet uses a matrix consisting of rows and columns to perform calculations on numerical data. Spreadsheets are widely used in most businesses to perform both simple and complex financial computations.

### 1-2-3
The most popular spreadsheets come from Lotus. 1-2-3 products hold about a 67 percent share of the IBM-compatible spreadsheet market. At present Lotus markets two products: 1-2-3 Release 2 and 1-2-3-Release 3. Release 2 can run on all IBM-compatible computers. Release 3, however, can only run on today's most powerful machines.

### Excel
Microsoft Excel is an advanced spreadsheet for power users. The IBM version of the software—like 1-2-3 Release 3—will only run on today's most powerful machines.

### SuperCalc
New SuperCalc5 offers many of the features of 1-2-3 Release 3 in a program that will run on all IBM-compatible computers.

# AND PROGRAMS

## WORD PROCESSING

Word processing is typewriting with a computer. Words and letters are manipulated electronically, making it easy to copy and edit text.

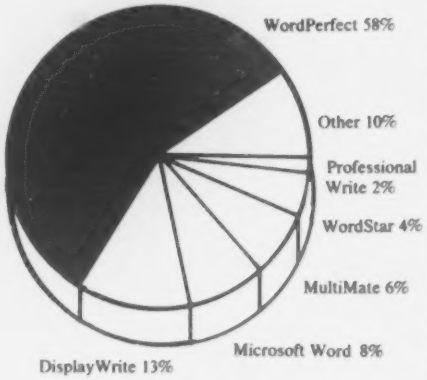
**WordPerfect**
WordPerfect is the most popular word processing program. Versions of WordPerfect (the latest is version 5) are available for most popular computers. Yearly sales exceed 750,000 copies.

**DisplayWrite**
DisplayWrite is a word processing program marketed by IBM and popular in corporations. Yearly sales exceed 200,000 copies.

**Microsoft Word**
The second-best-selling word processing program is also available for both IBM-compatible and Macintosh computers.

**MultiMate Advantage, WordStar, Professional Write**
Other popular word processing programs.

WORD PROCESSING MARKET




Source: Computer Intelligence

## DATABASES

With PC-based database management programs, users can store and manipulate large volumes of data. Database programs can be used to create day-to-day applications, such as inventory management programs and mailing lists.

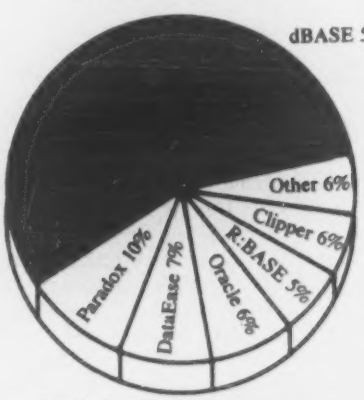
**dBASE**
The most popular IBM-compatible databases are the dBASE series of software from Ashton-Tate. Two different generations of the product are currently being sold: dBASE III PLUS and the recently released dBASE IV. A Macintosh program from Ashton-Tate, called dBASE Mac, is also available.

**Paradox**
From Borland, new Pardox 3 is the second-most-popular IBM-compatible database program.

**DataEase**
DataEase is a user friendly database that is the third-most-popular IBM-compatible database program.

**Oracle, R:BASE, Clipper, Reflex, dBXL**
Other IBM-compatible database programs.

DATABASE MARKET




Compiled from various sources

## DESKTOP PUBLISHING/ GRAPHICS

Desktop publishing programs convert normal text into professional-quality publications. Presentation graphics programs enable users to create high-quality charts and graphs.

**Ventura Publisher**
Ventura Publisher is the most popular IBM-compatible desktop publishing program. New Version 2.0, along with the Professional Extension, produces typeset-quality output.

**PageMaker**
PageMaker is the No. 2 IBM-compatible desktop publishing program, and the dominant Macintosh desktop publishing program.

**PFS: First Publisher**
This is a low-priced desktop publishing program.

**Harvard Graphics**
This is the best-selling graphics program.

## INTEGRATED SYSTEMS

An integrated program combines the features of freestanding software into one easy-to-use whole. Most integrated programs feature word processing, spreadsheet, and database modules.

**Smart, including SmartWare II**
Smart is a high-end integrated program. SmartWare II is a newly released version.

**Q&A**
Q&A integrates a critically acclaimed word processor with a versatile database management module.

**Enable, Enable/OA**
Enable/OA is the latest version of a program popular among corporate and government institutions.

**Symphony**
From Lotus, the developers of 1-2-3, comes this high-end integrated program.

**PFS: First Choice, Microsoft Works, FrameWork III**
Other integrated programs for IBM-compatible computers.

**Microsoft Works and AppleWorks**
Other integrated programs for Apple computers.

## PROGRAMMING LANGUAGES

Advanced computer users use programming languages to create their own programs/applications.

**C, including Quick C and Turbo C**
C is the most popular programming language among personal computer users. Software companies produce various compilers for C programmers; the most popular C compiler is Borland's Turbo C.

**Pascal, including Turbo Pascal and Quick Pascal; BASIC, including Quick BASIC; Assembly Language**
Other programming languages.

"There will definitely be a shakeout in the industry like the one in 1984," says Mellin. "There is a lot of overpublishing, and some publishers won't survive it," agrees Mike Nicita, computer book buyer for Golden-Lee. "But that doesn't mean computer books aren't here to stay. They will continue to be important to libraries."

What books rise above this surfeit of information? Often, they are seen in the selections offered by computer book clubs. These clubs offer not only the titles of the particular publishing house, but representative titles from others as well. Librarians can join these clubs, or, at least, carefully read their advertisements for book ideas. "I've seen buys on titles from small computer book clubs that are remarkably close to prepub trade. The people buying for computer book clubs are probably among the smartest buyers around," says Mellin.

Distributors also can serve as educational clearinghouses. "I like the way Ingram organizes their computer book catalogs; they represent a variety of publishers and they provide annotations," says Shapera. Baker & Taylor is starting a twice-yearly supplement called *Computer Press Update* (*CPU*), which, along with trade advertising, will have a trends column. Other major distributors like Blackwell North America, Brodart, and Golden-Lee also provide support materials and help in building this subject collection.

Looking at bookstore collections can help, too. Brant likes to go to the computer book room at the Maryland Book Exchange bookstore and see how much shelf space is devoted to each subject. Specialty computer bookstores are worth a visit, and the bookstore staff can usually make knowledgeable computer title suggestions.

Larry Price, Ingram's director of marketing, also suggests visiting the local software store for ideas. "They may even be interested in donating books to you, putting their name inside the book jacket. It could save the library some money," he says.

Even consulting all these outside sources won't make trend-predicting an exact science. Knowing what software will survive prerelease hype, for example, is never a sure thing, and, indeed, is the reason publishers experience a high book return rate in this area and sometimes enact last-minute title cancellations.

"You don't always know what subjects are going to be hits," says Que's Miller. "Some have a nice blip in the beginning and then die. Sprint, for example, looked strong, but then it didn't take off."

So, proceeding with caution on new technology isn't necessarily a bad move, especially for a small library with limited funds. "A lot of people do have that wait-and-see attitude," admits Miller.

The current example of tricky trend prediction is OS/2, the new operating system that IBM expects will replace DOS. "I bought everything on sight on OS/2, and no one is asking for it," says Rohmann. Publishers agree that these first-generation books were often DOS books reworked for OS/2 users, and that, as Rohman says, "DOS will be around for a long time."

But jumping the gun—or gettting on the wrong software bandwagon—is just part of the job, says Shapera. "The public library has to be reflective of society, and if people are going to be making these choices, mistakes, or whatever, we need to have some of those books on the shelves."

## Current complaints/future changes

As frustrating as it is to stay on top of trends, librarians complain more about the current books on their shelves. There is no good all-around dictionary of computer terms, they say; the ones out there get outdated quickly. Something with loose-leaf updates would be welcome.

Even more problematic is that many computer books come in paperback only. "Not only do they fall apart, but when you try to replace them—and you can't always if a publisher has gone out of print—there's a whole processing time before they're back on the shelves," says Rohmann, whose collection at least has less than typical wear-and-tear since it is in closed stacks.

The solution for NYPL and the Carnegie Library is to bind paperback computer books immediately. Publishers still do offer some hardcover versions of books, many of which are given to the computer book clubs.

Another computer book dilemma is not so easily erased: many now come with a disk or diskette. To avoid a cataloging nightmare and damage, loss, or theft of disks, Brant says she just does not buy disk books. Publishers, however, warn that these books are here to stay and will become even more popular as consumers become more comfortable learning right on the computer, rather than from a manual. Bantam's Petrusha cites the popular Microsoft disk/book *Learn C Now* as the kind of a successful interactive tutorial book "that is going to become much more widespread." He admits, however, "These sort of books aren't perfect for libraries, unfortunately."

Or are they? Rohmann says the NYPL is toying with the idea of creating a media center with PCs, where patrons can use these sort of books. "We feel we shouldn't exclude things strictly on the basis of format. We can be a place where people can try out new technology. That's another important role libraries play."

## Computer Book Clubs

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Has the Byte Book Club for popular computer titles and the Electronics and Control Engineers' Book Club for more technical titles.

Macmillan Book Clubs, Inc.
Front and Brown Sts.
Riverside, NJ 08370
609-461-9339
Has the Small Computer Book Club for popular titles and Library of Computer and Information Sciences club for more theoretical titles.

TAB Books, Inc.
PO Box 10
Blue Ridge Summit, PA 17214
800-233-1128
Has the Computer Book Club for popular computer use and Electronics Book Club for more technical titles.

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New York, NY 10020
212-512-4100

Powell's Technical Bookstore
32 NW 11th St.
Portland, OR 97209
503-228-3906

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312-332-7500 or (800) 833-BOOK

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*The state of automation in 1,003 libraries*

# Upgrading Systems, Software, & Microcomputers

MORE THAN 60 PERCENT of the libraries surveyed currently have an integrated, online library system or plan to purchase one within the next two years. This is one finding from a recent survey of 1,003 libraries conducted for *LJ* by the Cahners Publishing Company Research Department.

If the Cahners sample is typical, and there is no reason to believe otherwise, library automation has long since moved from its experimental phase into the library mainstream. Automated systems and computers, now common in public and academic libraries, will soon be ubiquitous.

Even among the 365 libraries that do not plan to purchase a system in the next two years, more than 70 say they will buy a system as soon after that as they can negotiate the funds and politics of the problem. The others, most of which will not buy because they don't have the money, should ultimately raise those funds, or find less expensive options available soon. Actually, nearly six percent of those that reported no system are either using smaller microcomputer-based programs or are part of larger automation consortia.

Still, 58 respondents claimed their public and academic libraries were too small to need a system.

## Upgrading old systems

More than 60 percent of the systems in the 367 libraries that currently have one were installed in the last five years (1989 included). Nearly 85 percent of those systems were installed in 1980 or later. About 64 percent of the currently installed systems were purchased from the ten top vendors, with the remaining 36 percent coming from some 25 firms.

Despite those facts, an amazing 49.6 percent of these 367 libraries have already upgraded their systems at least once. Surprisingly, 51.8 percent of these libraries plan to upgrade these systems in the next two years.

A whopping 58.5 percent of the public libraries, and 40 percent of the college and university libraries have already upgraded their systems. Two-thirds of this upgrading occurred in 1988 and 1989. Most of those that upgraded their systems (81.3 percent) purchased the upgrade from their original vendor. That leaves about 20 percent of the libraries willing to change systems rather than buy the upgrade from their current vendor.

## What the systems do

Predictably, circulation control was the module most common among those purchased by the libraries with systems. Circulation was, after all, the first library function that was automated, and 79 percent of the libraries with systems have automated circulation control. Cataloging was

### The Survey

This article is based on a survey conducted by the Research Department of Cahners Publishing for *Library Journal*. On April 14, 1989 a four-page questionnaire was mailed to 2000 *LJ* subscribers selected on an Nth name basis, but with 1000 to public librarians and 1000 to academic librarians. By May 19, 1989 returns had been received from 1,003, for a response rate of 50 percent. Of the 1,003, 53 percent came from academic librarians and 46 percent from public librarians.

**HARDWARE (CPU) CURRENTLY INSTALLED**
Question 7: What hardware (CPU) is currently installed in your library?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 367 (100.0%) | 183 (100.0%) | 180 (100.0%) |
| Digital Equipment Corp | 23.2% | 29.5% | 16.7% |
| IBM | 23.2 | 13.1 | 33.3 |
| Unisys | 6.5 | 4.9 | 8.3 |
| Hewlett-Packard | 6.0 | 6.6 | 5.6 |
| Geac Computers, Inc. | 5.7 | 3.8 | 7.8 |
| Honeywell | 3.8 | 6.0 | 1.7 |
| Tandem | 3.5 | 4.4 | 2.8 |
| Data General | 3.0 | 2.7 | 3.3 |
| Altos Computers | 2.2 | 3.3 | 1.1 |
| CLSI, Inc. | 1.6 | 2.7 | 0.6 |
| Sequent Technologies | 1.6 | 2.7 | 0.6 |
| Telex Computer Products | 1.1 | 0.5 | 2.2 |
| Other | 10.5 | 6.7 | 13.2 |
| Do not know | 6.0 | 8.2 | 3.9 |
| No answer | 12.5 | 16.9 | 7.8 |

NOTE: Totals exceed 100.0% due to multiple answers.
BASE: Those respondents who indicated in Question 4a that their library currently has an integrated library automation system.

*"A whopping 58.5 percent of the public libraries, and 40 percent of the college and university libraries have already upgraded their systems . . . . Most of those . . . purchased the upgrade from their original vendor. That leaves about 20 percent of the libraries willing to change systems rather than buy the upgrade from their current vendor"*

the second most popular, with 63.8 percent of the libraries using automated cataloging modules on their systems. In academic libraries, however, 70.6 percent had opted for an online public access catalog module (OPAC) slightly more than the number that wanted to use their system for cataloging (69.4 percent).

The choice of an OPAC module was one of a few significant differences in the choice of functions between academic and public libraries. Academic libraries seem to be far more interested in serials control (40.6 percent) and acquisitions (44.4 percent) modules than public libraries are (7.1 percent have serials control and 25.7 percent have acquisitions on their systems).

## New functions wanted

Nearly 75 percent of these libraries purchased all these functions as part of a fully integrated system. However, nearly 11 percent of the libraries reporting systems also bought separate, stand-alone subsystems for some functions. Whether this percentage will grow may depend upon the availability of inexpensive database subsets in microcomputer-driven, stand-alone modules in the future.

Whether separate or as part of their existing systems, a substantial number of libraries want to automate new functions within two years. More than 17 percent will purchase acquisitions software, and another

**UPGRADE OF SYSTEMS SINCE FIRST INSTALLATION**
Question 12a: Have you upgraded your automation system since its first installation?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 367 (100.0%) | 183 (100.0%) | 180 (100.0%) |
| Yes | 49.6% | 58.5% | 40.0% |
| No | 43.3 | 32.8 | 54.4 |
| No answer | 7.1 | 8.7 | 5.6 |

BASE: Those respondents who indicated in Question 4a that their library currently has an integrated library automation system installed.

**YEAR OF LAST UPGRADE**
Question 12b: In what year did you last upgrade?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 182 (100.0%) | 107 (100.0%) | 72 (100.0%) |
| Before 1985 | 2.2% | 0.9% | 4.2% |
| 1985–1986 | 6.1 | 6.6 | 5.6 |
| 1987 | 12.6 | 14.0 | 11.1 |
| 1988 | 33.0 | 29.9 | 36.1 |
| 1989 | 33.5 | 35.5 | 30.5 |
| No answer | 12.6 | 13.1 | 12.5 |
| Average Year: | 1988 | 1988 | 1988 |

BASE: Those respondents who indicated in Question 12a that they have upgraded their automation system since its first installation.

*"Most public libraries . . . also plan to replace their CPUs or computers, and substantial numbers of both plan to add new modules or functions to their systems . . . . more than 46 percent . . . operate on computers from . . . DEC or IBM. The remaining hardware came from some six to ten manufacturers"*

**PURCHASED FROM A DIFFERENT VENDOR WHEN UPGRADED**
Question 12c: Did you purchase from a different vendor?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 182 (100.0%) | 107 (100.0%) | 72 (100.0%) |
| Yes | 11.0% | 14.0% | 5.6% |
| No | 81.3 | 79.4 | 84.7 |
| No answer | 7.7 | 6.6 | 9.7 |

BASE: Those respondents who indicated in Question 12a that they have upgraded their automation system since its first installation.

14.7 percent will buy serials control modules. Nearly 11 percent do want to expand their systems to serve as OPACs. It looks as though most libraries will turn to the vendor from whom they originally purchased their systems for these new functions, but many will opt for separate stand-alone systems for some functions.

**PART(S) TO BE UPGRADED**
Question 13b: If "Yes," what part?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 190 (100.0%) | 97 (100.0%) | 90 (100.0%) |
| Computer system | 46.3% | 57.7% | 34.4% |
| Modules/sub-systems | 38.9 | 32.0 | 45.6 |
| Terminals | 56.3 | 57.7 | 55.6 |
| Other | 11.6 | 8.2 | 14.4 |
| No answer | 3.2 | 3.1 | 3.3 |

NOTE: Totals exceed 100.0% due to multiple answers.
BASE: Those respondents who indicated in Question 13a that their library plans to upgrade their automation system within the next two years.

**MANUFACTURERS OF MICROCOMPUTERS FROM WHOM RESPONDENTS PLAN TO PURCHASE**
Question 20c: From whom do you plan to purchase?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 49 (100.0%) | 33 (100.0%) | 14 (100.0%) |
| Apple Computer Corp | 16.3% | 21.2% | 7.1% |
| IBM | 36.7 | 36.4 | 42.9 |
| Tandy/Radio Shack | 4.1 | 6.1 | -- |
| Zenith Data Systems | 2.0 | -- | 7.1 |
| Do not know | 20.4 | 27.3 | 7.1 |
| Other | 8.3 | -- | 14.4 |
| No answer | 12.2 | 9.0 | 21.4 |

BASE: Those respondents who indicated in Question 20b that they plan to purchase microcomputers within the next two years.

## Hardware, terminals, printers

Most public libraries (57.7 percent) also plan to replace their CPUs or computers, and substantial numbers of both plan to add new modules or functions to their systems. Currently more than 46 percent of those libraries with systems operate on computers from the Digital Equipment Corporation (DEC) or IBM. The remaining hardware came from some six to ten manufacturers, with Unisys, Hewlett-Packard, and Geac accounting for six percent each and Honeywell, Tandem, and Data General for three percent each.

Most public (57.7 percent) and academic (55.6 percent) libraries with systems will upgrade their terminals in the next two years. Actually 67.3 percent of all the libraries plan to purchase additional terminals in that time period. Many will also replace old ones.

Nearly 60 percent of the libraries that have printers are planning to purchase additional printers within two years. About half of those that don't have printers now will purchase them. Many libraries expect to buy more than one type of printer. That is why about half expect to buy dot matrix printers, yet a third will buy laser printers, and another third will buy letter-quality printers. Hewlett-Packard and IBM printers are most often chosen.

## Microcomputer madness

More than 86 percent of the 1,003 responding libraries currently own microcomputers. There are microcomputers in 93.6 percent of the academic libraries, 68 percent of which are from IBM, 39.7 percent from Apple, 21.6 percent from Zenith Data Systems, and 7.7 percent from Tandy/Radio Shack (this totals more than 100 percent because libraries may own several brands). While 22.2 percent of the academic libraries

have only one or two micros, 41 percent have from three to ten, and a surprising 32.5 percent have from ten to 50 micros on the premises.

In public libraries, 46.7 percent of the microcomputers are from IBM, 49.4 percent from Apple, 7.2 percent from Compaq, and 5.5 percent from Tandy/Radio Shack. About half (46.7 percent) of these public libraries have only one or two microcomputers, but a surprising 16.5 percent have from three to ten, and 15.2 percent own from ten to 50 machines.

A full 68.9 percent of those that already own micros expect to purchase more within two years, but only a third of the 133 libraries that don't own a micro will buy one in two years. Of these prospective purchasers, IBM and IBM compatibles can expect to capture 65 percent of the sales. Apple Computers will capture 27 percent, and Zenith Data Systems will sell 12.9 percent. All other brands come in at less than ten percent.

The uses of microcomputers in libraries follow in order of popularity:

| | |
|---|---|
| Word processing | 88.3% |
| Spreadsheets | 63.6 |
| Educational | 49.9 |
| Graphics | 41.6 |
| Databases | 9.0 |
| Cataloging | 8.4 |
| Online Searching | 6.9 |
| CD-ROM | 4.3 |
| Public Access | 2.9 |
| Accounting/budgets | 2.2 |

## The automation budget

While the libraries responding reported an average annual budget of $38,000 for automation, they clustered around the high and low ends of the range. For example, 18.1 percent of the libraries will spend less than $1000 while 14.7 percent will spend $100,000 or more, and 22 percent will spend $50,000 or more. Some 20 percent expect to spend from $1000 to $9,999, while 38.2 percent annually budget from $10,000 to more than $100,000 for automation.

## Remaining questions

It is surprising that libraries that purchased systems within the most recent three years already find it necessary to upgrade those systems. While some upgrading is predictable, the interval most experts used to forecast was seven or eight years. The interval dropped to five or six years a few years ago, as practitioners joined vendors in discovering a technological reality. The current practice seems to be bringing the interval down to two to four years.

Part of the need to upgrade these systems so soon can be attributed to the steady march of computer technology, including recent tremendous increases in capacity that allow for massive increases in function. A more troubling part of the need to upgrade is that libraries have apparently purchased systems of either inadequate capacity, or that lag behind the current state of the art in computer technology. Some will blame the competitive bidding process for this problem, some the vendors, some the consultants, and others the lack of technical expertise in libraries. One thing is certain, all those interested parties should take another look at questions of capacity and the degree to which a system is up-to-date.

*"A more troubling part of the need to upgrade is that libraries have apparently purchased systems of either inadequate capacity, or that lag behind the current state of the art in computer technology. Some will blame the competitive bidding process for this problem, some the vendors, some the consultants"*

Finally, mention must be made of the fast acceptance of the microcomputer into library work. Whether an Apple, an IBM, or another, this computer has become so common as to be treated like another office machine.

Although there are many functions unique to libraries performed on these little giants, the fact remains that most library use of the microcomputer resembles that of most other enterprises—word processing, spreadsheets, some educational purposes, and graphics. It is uncertain how the microcomputer and its capacity to network will be used in the future. We don't know to what extent it will be teamed with other technologies to carry out functions currently performed on the larger, more expensive integrated systems. So far there is little competition between the two, but as micro capacity grows, micros will serve the same needs as many systems do now.

**John Berry**

**MANUFACTURERS OF MICROCOMPUTERS FROM WHOM RESPONDENTS PLAN TO PURCHASE**

Question 25b: If "Yes," which of the following manufacturers do you plan to purchase from?

| | Total Respondents | Public Library | College/ University Library |
|---|---|---|---|
| BASE: | 596 (100.0%) | 207 (100.0%) | 384 (100.0%) |
| IBM | 58.1% | 57.0% | 58.1% |
| Apple Computer Corp. | 27.0 | 27.1 | 27.1 |
| Zenith Data Systems | 12.9 | 3.9 | 18.0 |
| IBM Compatible | 7.0 | 1.9 | 1.0 |
| Compaq Computer Corp. | 3.7 | 6.3 | 2.3 |
| Tandy/Radio Shack | 2.7 | 2.9 | 2.6 |
| Wyse Technologies | 2.0 | 0.5 | 2.9 |
| AT&T | 1.5 | 1.0 | 1.8 |
| Epson America | 1.3 | 1.9 | 1.0 |
| Leading Edge | 0.8 | 1.4 | 0.5 |
| UNISYS | 0.8 | 0.5 | 1.0 |
| Hewlett-Packard | 0.7 | 0.5 | 0.8 |
| OCLC | 0.7 | 0.5 | 0.8 |
| Undecided | 4.0 | 4.3 | 3.9 |
| Other | 5.3 | 5.4 | 4.9 |
| No answer | 6.7 | 7.2 | 6.5 |

NOTE: Totals exceed 100.0% due to multiple answers.
BASE: Those respondents who indicated in Question 25a that they plan to purchase additional microcomputers within the next two years.

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